



Forestry



PUBLISHED BY THE CANADIAN FORESTRY SERVICE FOR THE CANADIAN COUNCIL OF FOREST MINISTERS

WINTER 1987

Green Gold/L'or vert

National Forest Awareness Campaign Launched!

An unprecedented cooperative effort among federal, provincial and territorial governments has resulted in the Canadian Council of Forest Ministers (CCFM) launching a national information campaign telling Canadians about their forest sector.

The \$4 million campaign is being co-ordinated by the Canadian Forest Communications Committee (CFCC), a team of federal and provincial communications specialists, in consultation with a nationwide consortium of advertising, promotion and public relations firms.

Designed to show Canadians how much the forest sector contributes to Canada's economic health and social well-being, the campaign is aimed at raising the forest sector's profile, developing an informed group of people willing to participate in the campaign, and promoting pride of ownership and a sense of responsibility for the forests.

The central theme of the campaign is trade. With more than 70 per cent of all Canadian forest products going for export, trade was chosen to create a common link for all regions of the country, and to give the sector an international scope.

FOUR-PRONGED STRATEGY

The campaign will portray the forest sector as what it really is, a vigorous, competitive sector of companies, people and governments working together to tackle present and future challenges.

Campaign messages will stress the importance of the forest sector for Canada, the value of responsible forest management and renewal, and the need for support from all Canadians to sustain the forests. They will be delivered through a four-pronged approach consisting of advertising, public relations, promotion and information materials.

Advertising will be aimed at all Canadians but will especially focus on urban adults, 18 to 44, the people identified in a recent Gallup Poll as knowing least about forestry. Its message, emphasizing Canada's position as a world leader in forest products and Canada's forest industry as

OUR FORESTS. AT THE EDGE OF A NEW WORLD.

Who on earth creates the world's greatest paper?

Our forests. Our richest resource. Our biggest business.

world-class and market driven, is intended to stimulate interest and pride in the industry.

Phase One of the campaign, from January to April 1987, will concentrate on what has to be done to secure the forest sector's future. It will be national in scope and designed to build profile and credibility for the forest sector.

This phase will be high-

lighted by a series of 30-second television commercials and two-page magazine ads in which four internationally renowned individuals will tell Canadians how Canadian forest products are important to their countries. They will stress Canada's need for aggressive marketing, competitive technology and increased research to stay ahead of the competition.

Phase Two, from September to November 1987, will be more regional in focus. A provincial/territorial campaign with television and newspaper advertisements will address specific issues and respond to regional forestry concerns. This phase will be directed toward a more informed public and deal with solutions to problems and opportunities identified in Phase One.

A Symbol to Grow On

The symbol of the Canadian Council of Forest Ministers (CCFM) is drawn from the cross section of a mature tree and symbolizes growth and cooperation.

It has two components: the maple leaf and the evergreen which represent the two major groups of trees that make up the Canadian forest mosaic. The maple leaf is also emblematic of Canada.

The inner circle represents the federal minister responsible for forestry. The 12 growth lines of the tree represent Canada's provinces and territories and their respective ministers responsible for forest resources.

The symbol as a whole can be seen as a target, representing the challenges and

opportunities facing the Council: employment, trade, wood supply, forest environment and others. The circular form of the symbol, suggesting the globe, puts the Canadian forest sector into an international perspective.

THE COLOURS

In the full colour version of the logo, the area behind the maple leaf is blue and symbolizes water and the sky. Blue is also symbolic of the oceans to the East, West and North of this country, and of the efforts of the CCFM on behalf of all Canadians from coast to coast. The evergreen is symbolic of a healthy forest and a growing forest sector. Finally, the Canadian identity is reflected in the red appearing in the maple leaf, borrowed from the Canadian flag.



The concentric circles add life and movement to the symbol. They represent the active cooperation of all forest partners working toward achieving their goals

and objectives. The circles also combine to create a radiant effect within the symbol, suggesting the sun, one of the main sources of growth.

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The CCFM wishes to thank all those who contributed to this publication.
INFORMATION: Canadian Forestry Service, Ottawa-Hull, KIA 0G5

The public relations phase of the campaign will focus on the economic value and world stature of Canada's forest industry and products and is designed to enlist the support of opinion leaders from business, universities, politics, the media and the forest community itself.

Promotional efforts designed to increase the effectiveness of the advertising and public relations components are now focused on the official campaign kick-off. It will be launched with a gala sound and light presentation on January 26 in Montreal that coincides with the Annual Convention of the Canadian Pulp and Paper Association.

Forest Development: Engine of Regional Growth

Last year the people of the Big "C" Indian Reserve in north-western Saskatchewan completed their first silvicultural operation on their own reserve: a thinning of 45 hectares of young jack pine.

In response to an increased demand for seedlings from local woodlot owners, a co-operative in the Bas-St-Laurent region of Quebec built a nursery that now supplies 400,000 seedlings a year to woodlot owners. The nursery employs 24 full-time and part-time workers, 21 of whom are women.

Western Archib Ltd. of Edmonton developed a new laminated beam that uses Canadian instead of imported lumber and costs less to produce. Sales of the new beam have led to the creation of several new jobs.

What do these three success stories have in common? Two things: they are all a result of a new generation of federal-provincial forest development agreements and they show how forest development means regional development and jobs for Canadians.

FORESTRY: CANADA'S REGIONAL INDUSTRY

The forest sector plays a major role in the economy of every region of Canada. It's a \$33 billion a year industry, with exports of \$16 billion that, in 1984, accounted for over 80 per cent of Canada's positive balance of payments. Directly and indirectly, forestry supports one Canadian job in 15, a total of 750,000 jobs.

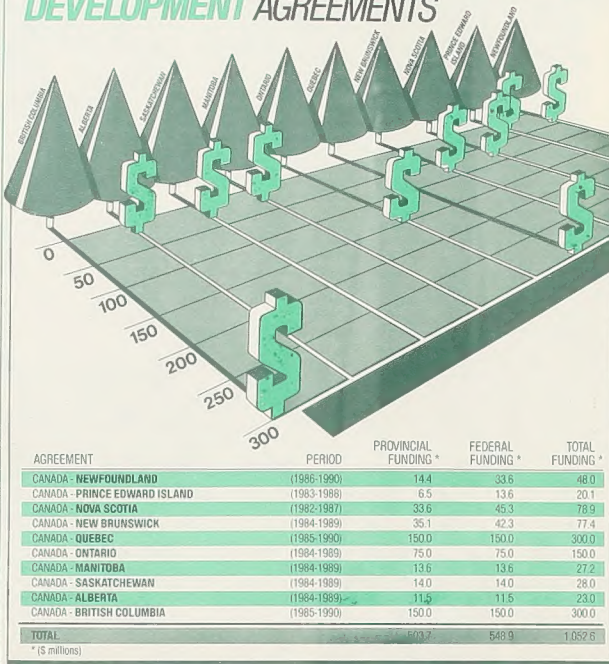
Although of major national economic importance, the forest sector is regional by its very nature. There are more than 300 single industry communities in Canada that derive their livelihood from the industry. In many other communities, the forest is a mainstay of the tourism industry. For the over 400 thousand woodlot owners in rural Canada, their woodlot is an important source of income and employment, as well as a supply of wood for industry.

But the economic benefits of the forest industry don't stop at the edge of the forest. For example, the industry directly provides: 35 per cent of all jobs in Dalhousie, New Brunswick; 33 per cent of all jobs in Windsor, Quebec; 26 per cent of all jobs in Thunder Bay, Ontario; and 42 per cent of all jobs in Port Alberni, British Columbia.

It also employs many Canadians living in some of our largest cities. For example, the forest industry directly employs 18,000 people living in the heart of Metro Toronto, or 1.2 per cent of employment in that city.

For every job directly tied to forestry, two additional jobs are created in fields like equipment manufacturing, finance and printing, and in the energy, chemical, and transportation sectors. For example, the forest industry spends \$3.5 billion a year on equipment and machinery alone. Many of these industries form the economic base of our cities.

FEDERAL-PROVINCIAL FOREST RESOURCE DEVELOPMENT AGREEMENTS



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The Government of Canada understands how important the forest sector is to regional development in that it builds on human and natural resource strengths and on the initiative of those who live and work in different regions of the country.

To encourage regional economic development, the federal government has entered into a new generation of forest resource development agreements with each province. These five year agreements will result in an additional investment by the federal and provincial governments of over \$1 billion in Canada's forest resources.

The agreements have resulted in the development and expansion of private businesses creating new jobs for Canadians. In Quebec, 18 private nurseries have been established to meet the increased demand for seedlings to be planted, while in Nova Scotia, 175 silviculture contractors have established small businesses employing 1400 people. On Prince Edward Island, 30 silviculture contractors have established businesses employing 130 people and two new businesses have developed to supply wood chips for energy which displaces expensive oil imports.

The agreements also help to promote the proper management of the forest resources on Canada's native lands. This provides immediate jobs for Canada's native people and lays the groundwork for future economic development based on their own forest resources. For example, in British Columbia, the first forest development plans are now in progress for over 40 per cent of the forest land on native reserves in that province. In Alberta, close to 1,000 hectares of Indian forest lands have been treated to improve growth while in Saskatchewan, one-quarter of the employment generated as a result of the agreement is expected to be filled by native people.

For Canada's private woodlot owners, the agreements have provided the opportunity to improve the management of their forest land. In the Atlantic provinces, over 10,000 people have participated in the agreements by planting, thinning, and improving the growth of their forest woodlots.

Directly and indirectly, the agreements are expected to generate in excess of 100,000 jobs across the country, primarily in the more rural areas of Canada. Equally important, the agreements work on strengthening Canada's forest resources. To date under the current forest resource development agreements:

- 225,000 hectares of forest land have been regenerated;
- more than 525 million trees have been planted;

■ 160,000 hectares have been thinned, weeded or fertilized to improve growth.

These agreements are complemented by a \$23.7-million woodlot-development program under the federal Eastern Quebec Plan.

Job creation programs also contribute money for forest development — about \$94 million in 1985-86.

These employment-development programs in the forest sector have created direct employment for over 50,000 Canadians; 14 million trees have been planted, and an additional 70,000 hectares have been treated since 1982.

All of this helps to secure an adequate wood supply for one of Canada's leading industries and important jobs and exports for Canada.

Forest development offers an excellent basis for regional development. It creates immediate economic and employment opportunities in the regions of Canada, while building a solid natural resource base on which to secure long-term, regional economic growth.

National leadership and coordination, and continued cooperation with the provinces, will ensure that first-rate forest development accompanies regional development, generating important economic, social and environmental benefits for all Canadians.

DID YOU KNOW?

■ The forest industry is the sole life support system of more than 300 one-industry communities in Canada that derive their livelihood from forest management, logging and related timber-processing industries.

■ Canada is the world's largest producer of chemical paper grade market pulp, accounting for 27 per cent of world capacity in 1985. Approximately 90 per cent of Canada's pulp is exported.

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■ Kraft paper is made mostly from wood pulp produced by the sulphate pulping process. They are comparatively coarse and are used where strength is required, in packing and wrapping as grocer's bags, envelopes and butcher paper.

■ Boxboard describes paperboard used to make boxes. It can be plain, lined or clay coated and made from wood pulp, paper stocks or any combination of these.

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Get ready to talk forestry with your friends, neighbours and co-workers. When the National Forestry Awareness Campaign goes into high gear later this month, you'll be the expert they turn to for information on Canada's number-one industry.

The two-year, \$4-million campaign, which begins with a series of 30-second television commercials and two-page magazine advertisements, will keep the national spotlight focused on the Canadian forest sector during 1987.

The campaign is the result of unprecedented co-operation among federal, provincial and territorial governments. It's the brainchild of the Canadian Council of Forest Ministers (CCFM), composed of the federal Minister of State for Forestry and Mines and the 12 provincial and territorial ministers of forestry.

For maximum impact the campaign needs the participation of everyone involved in the forest sector. It won't take much time, but if every one of Canada's 300,000 forest sector employees gets behind the campaign, it can do great things for the forest sector and for Canada.

So that everyone knows the details of this campaign in advance, free copies of this issue of Forestry Forum, including the information insert, are being distributed to all people who work in the sector.

Here you can read about the objectives, the strategy and the methods chosen to convey this important message. Find out what well-known international figures

have to say about the importance of Canada's forest products to their countries. You are seeing the actual advertisements before their public release. Be prepared to answer questions from your family, relatives and friends. When they hear the campaign messages, you'll be prepared to deal with their questions as a full partner in the campaign.

What's in it for you? Think about it: should you make a small investment of your time now to promote the forest sector and build for the future, or should you wait until the effects of international competition, protectionism and lack of public funding take over and destroy what Canadians have built over the centuries?

You decide — and then join your partners in building a secure future for your sector and for Canada.

Operation GREEN GOLD

The National Forest Awareness Campaign is called Green Gold. And for good reason! Gold is nature's most precious mineral and symbolizes wealth. Anyone who has gold is rich because gold is scarce and expensive.

Much like gold, our forests represent our country's most precious natural resource and wealth. A resource which creates more than 750,000 jobs coast to coast and upon which more than 300 Canadian communities depend for their livelihood. Our forests are gold, green gold: \$33 billion a year worth of gold in the Canadian economy!

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What do luxury cars and best-sellers have in common with Canada's forestry industry? Surprisingly, quite a lot.

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New markets for Canadian forest products are the subject of the third commercial, with spokesman Hajime Tsuboi, president of Mitsui Homes in Tokyo. Canada sells over one billion dollars a year in forest products to Japan; our lumber is highly esteemed there for house building.



"Your lumber is highly esteemed for house building."

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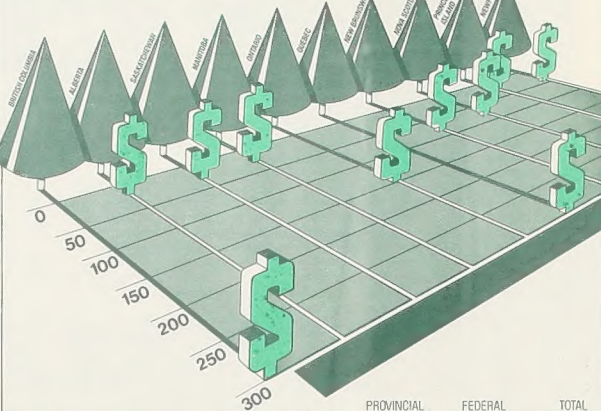
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AGREEMENT	PERIOD	PROVINCIAL FUNDING *	FEDERAL FUNDING *	TOTAL FUNDING *
CANADA - NEWFOUNDLAND	(1986-1990)	14.4	33.6	48.0
CANADA - PRINCE EDWARD ISLAND	(1983-1988)	6.5	13.6	20.1
CANADA - NOVA SCOTIA	(1982-1987)	33.6	45.3	78.9
CANADA - NEW BRUNSWICK	(1984-1989)	35.1	42.3	77.4
CANADA - QUEBEC	(1985-1990)	150.0	150.0	300.0
CANADA - ONTARIO	(1984-1989)	75.0	75.0	150.0
CANADA - MANITOBA	(1984-1989)	13.6	13.6	27.2
CANADA - SASKATCHEWAN	(1984-1989)	14.0	14.0	28.0
CANADA - ALBERTA	(1984-1989)	11.2	11.2	22.4
CANADA - BRITISH COLUMBIA	(1985-1990)	150.0	150.0	300.0
TOTAL		503.3	545.9	1,049.2

* (\$ millions)

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Will Canada Stay Ahead of the Competition?

Canada's position as world leader in forest products is under attack.

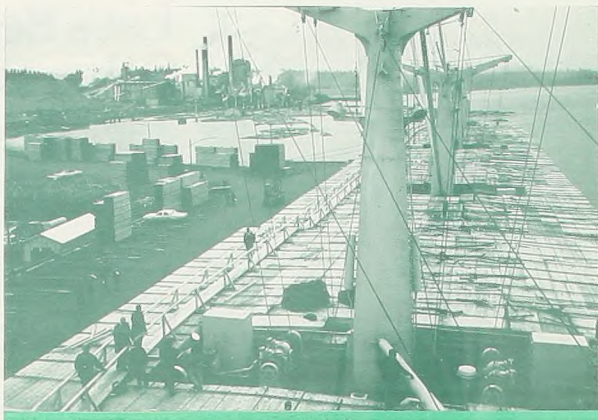
Once undisputed, our position of leadership in the international trade of forest products is being challenged by changes in the world economy, new competitors, technologies and products. Developments such as a strengthened U.S. industry, new producers from South America, New Zealand and other regions, and Scandinavian competition in Europe have combined to raise concerns about Canada's future place in world forest products trade.

Forest products are Canada's largest single source of export earnings. Canada is the world's largest exporter of wood pulp, softwood lumber and newsprint. But 90 per cent of our forest product exports are concentrated in three markets: the United States, the European Economic Community (EEC) and Japan.

Canada is the only major trading nation that does not have guaranteed access to a market of a hundred million or more people. This makes Canada particularly vulnerable to the current trend of increasing protectionism in international trade and heightens concerns about our continued access to major forest product markets.

The United States is our biggest customer for forest products. It has provided us with the advantage of geographic proximity and, until recently, imposed little or no duty on major commodity products. Canada's main competitors in this market are the U.S. producers themselves, particularly those from the southeast.

Canada has benefitted from relatively free access to major markets to compete effectively. However, there are concerns about growing protectionist pressures in our traditional markets. The recent agreement negotiated



between the Government of Canada and the United States Department of Commerce has resulted in the imposition of a 15 per cent tax on the export of Canadian softwood lumber to U.S. markets. This is an example of the types of trade difficulties facing our industry at this time. An additional concern is relatively high tariffs on

higher value-added products. In addition, there is the disturbing prospect that non-tariff barriers will continue to offset the significant tariff reductions negotiated several years ago under the General Agreement on Tariffs and Trade (GATT).

In Europe, the Scandinavian countries offer the strongest competition. Their geographic proximity, duty-free access to the EEC market and exchange rate advantages have made it particularly hard for Canada to compete in this region.

Japan is Canada's largest overseas market for softwood lumber, taking six per cent of our exports of this commodity. But the Japanese also import large volumes of logs from the United States and countries in the southern hemisphere which compete directly with Canadian lumber.

Some Pacific Rim markets are currently enjoying the fastest economic growth rates in the world. They represent Canada's most rapidly growing market, after the United States. There has been an increase in exports of Canadian lumber, wood pulp and newsprint to China, but these shipments still comprise a very small proportion of our total exports of forest products.

Other factors that will affect Canada's future competitiveness include wood supply, production costs, product mix, world economic conditions, exchange rates, rapidly changing production technology and the requirement for substantial investment capital to update Canadian plants and equipment.

WOOD SUPPLY

There has been much discussion about the health of Canada's wood supply, but it seems likely that Canada's international competitiveness will not be significantly impaired by wood shortages, at least in this century.

Canada has extensive timber resources, and although much of the timber is in remote areas, Canadians have a lot of experience logging remote timber stands. However, the forests are a

slow growing resource. Crucial forest management decisions and commitments to substantially increased forest renewal programs will have to be made soon in order to ensure the continued availability of marketable quality wood, needed to keep our industry competitive.

PRODUCT MIX

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There is no question that the Canadian forest sector faces some tough challenges if Canada is to maintain its position in world markets and these challenges must be met successfully if the forest sector's contribution to Canada's social well-being and economic prosperity is to continue.



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(SEE LIST ON PAGE 6)

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DID YOU KNOW?

■ Of the approximately 800,000 hectares of forest that are harvested annually in Canada, only about 300,000 hectares regenerate naturally in a satisfactory manner.

■ In the early 1980's, about 200,000 hectares of forest land were being planted or seeded artificially, but much of the remaining 300,000 hectares were being added to the regeneration backlog. Federal-Provincial Forest Development Agreements, with a total funding of \$1.1 billion over 5 years, are now in place in every province and are contributing significantly to a reduction of the regeneration backlog.

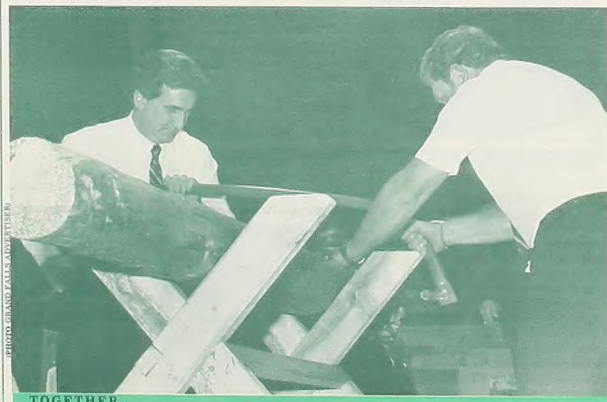
■ The area of productive forest receiving some form of intensive silvicultural treatment, such as site preparation, planting, weeding and thinning, has increased steadily since the early 1970's and had reached approximately 550,000 hectares by 1983.

■ Canada is the world's leading exporter of forest products. In 1985, Canada's exports of forest products accounted for 22 per cent of the world total, for a total value of \$16.2 billion.

■ The forest industry is the top Canadian contributor to our balance of trade, ringing up a \$14.3 billion net trade surplus in 1985.

■ The forest sector contributes about \$33 billion to the Canadian economy in terms of the value of shipments of goods manufactured. In fact, forest products account for 14 per cent of all manufactured goods in Canada.

■ One in 15 Canadian workers are employed in the forest sector. More than 270,000 Canadians are directly employed in forestry and, when combined with indirect employment, the number of Canadians employed in the forest sector exceeds 750,000 individuals.



TOGETHER... Forestry Minister Len Simms of Newfoundland and Labrador, chairman of the Canadian Council of Forest Ministers (left), joins Mayor Paul Hennessey of Grand Falls, Nfld. in saving a log to officially open the province's first forestry exposition. Mr. Simms took the opportunity to outline to Mr. Hennessey and other prominent Grand Falls citizens some of the plans for the National Forest Awareness Campaign.

Will Canada Stay Ahead of the Competition?

Canada's position as world leader in forest products is under attack.

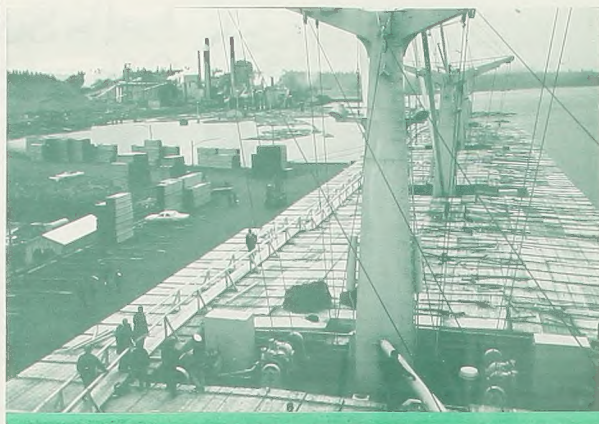
Once undisputed, our position of leadership in the international trade of forest products is being challenged by changes in the world economy, new competitors, technologies and products. Developments such as a strengthened U.S. industry, new producers from South America, New Zealand and other regions, and Scandinavian competition in Europe have combined to raise concerns about Canada's future place in world forest products trade.

Forest products are Canada's largest single source of export earnings. Canada is the world's largest exporter of wood pulp, softwood lumber and newsprint. But 90 per cent of our forest product exports are concentrated in three markets: the United States, the European Economic Community (EEC) and Japan.

Canada is the only major trading nation that does not have guaranteed access to a market of a hundred million or more people. This makes Canada particularly vulnerable to the current trend of increasing protectionism in international trade and heightens concerns about our continued access to major forest product markets.

The United States is our biggest customer for forest products. It has provided us with the advantage of geographic proximity and, until recently, imposed little or no duty on major commodity products. Canada's main competitors in this market are the U.S. producers themselves, particularly those from the southeast.

Canada has benefited from relatively free access to major markets to compete effectively. However, there are concerns about growing protectionist pressures in our traditional markets. The recent agreement negotiated



between the Government of Canada and the United States Department of Commerce has resulted in the imposition of a 15 per cent tax on the export of Canadian softwood lumber to U.S. markets. This is an example of the types of trade difficulties facing our industry at this time. An additional concern is relatively high tariffs on

higher value-added products. In addition, there is the disturbing prospect that non-tariff barriers will continue to offset the significant tariff reductions negotiated several years ago under the General Agreement on Tariffs and Trade (GATT).

In Europe, the Scandinavian countries offer the strongest competition. Their geographic proximity, duty-free access to the EEC market and exchange rate advantages have made it particularly hard for Canada to compete in this region.

Japan is Canada's largest overseas market for softwood lumber, taking six per cent of our exports of this commodity. But the Japanese also import large volumes of logs from the United States and countries in the southern hemisphere which compete directly with Canadian lumber.

Some Pacific Rim markets are currently enjoying the fastest economic growth rates in the world. They represent Canada's most rapidly growing market, after the United States. There has been an increase in exports of Canadian lumber, wood pulp and newsprint to China, but these shipments still comprise a very small proportion of our total exports of forest products.

Other factors that will affect Canada's future competitiveness include wood supply, production costs, product mix, world economic conditions, exchange rates, rapidly changing production technology and the requirement for substantial investment capital to update Canadian plants and equipment.

WOOD SUPPLY

There has been much discussion about the health of Canada's wood supply, but it seems likely that Canada's international competitiveness will not be significantly impaired by wood shortages, at least in this century.

Canada has extensive timber resources, and although much of the timber is in remote areas, Canadians have a lot of experience logging remote timber stands. However, the forests are a

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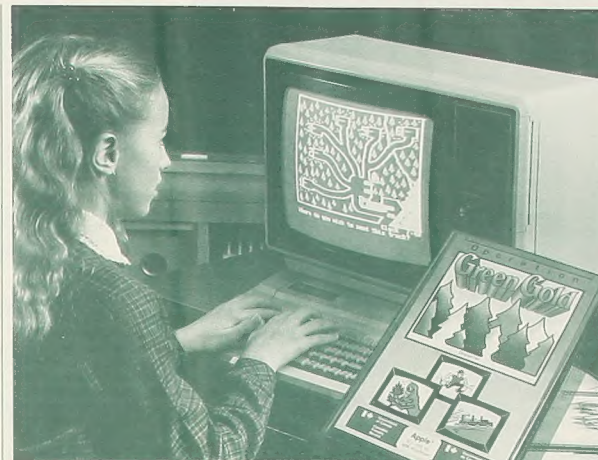
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The objective of the contract is to determine and demonstrate formally, the engineering properties of OSB. Once this is done, the CSA can set standards as to what the product can be used for. In turn, the Canada Mortgage and Housing Corporation will be able to approve mortgages for houses and other buildings incorporating OSB panels.

The testing of the OSB will involve measuring five properties relative to the strength of OSB panels in buildings. That's where the other project participants come in. The Alberta Research Council (ARC), Forintek Canada Corp. and the Council of Forest

Industries of British Columbia (COFI) will work together to put OSB samples to the test.

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Spreading the Word

Forest Ministers Asking Opinion Leaders for a Helping Hand

Canada's forest ministers will take to the road over the next few months to bring the National Forest Awareness Campaign to the doorsteps of Canadian opinion leaders.

The ministers, members of the Canadian Council of Forest Ministers (CCFM), want to heighten the forest sector's profile, instill a sense of pride in the forest sector among Canadians, and develop an informed group of people who will take an active role in the campaign.

They plan to reach about 150 Canadian opinion leaders in the business, academic, political and media communities. Meetings will focus on the economic value and world

presence of Canada's forest sector and its products as a means of enlisting this group's support for the campaign. They will stress the forest sector's unmatched potential to contribute to Canada's future economic development.

Canada being a trading nation, the ministers will highlight the forest industry's first-rate contribution to our balance of trade, emphasizing the severe challenges Canada faces from new producers developing fast-growing tropical species.

The touring ministers will explain that this competition has cut into Canada's share of world forest prod-

ucts' markets; that, for example, Canada's share of the world newsprint market has dropped from 55 per cent in 1950 to 31 per cent today. They will also discuss the problems created by the rise of protectionism and trading blocs that restrict Canada's access to markets, citing European tariffs and quotas that favour Scandinavian newsprint.

Finally, the ministers will stress that critical forest management and forest renewal decisions must be taken now and in the near future to ensure the long-term supply of wood and Canada's place as a world leader in forest products.



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Fire Wars

Canada is a world leader in fighting forest fires. We have to be. There are, on average, about 9,000 forest fires in Canada every year. They consume about 2 million hectares of forest land worth at least \$200 million in lost timber, real estate and recreational value. They cost more than \$200 million to put out.

Today, beating the high cost of fighting forest fires, while reducing fire damage, requires streamlined fire-fighting organizations using ultra-sophisticated technology. Such organization and technology are in place at the centralized fire-management centre of the Société de Conservation de l'Outaouais at Maniwaki, Québec.

A newly created technology transfer centre at Mani-

waki, started with funds from the Canada-Québec Resource Development Agreement, is rapidly earning an international reputation as a model of high-technology firefighting. The centre is mandated to transfer computerized forest fire-management techniques to other fire-protection regions in Québec. It is anticipated the centre will eventually serve the needs of fire-management agencies throughout Canada and the world.

For more information on the centre contact:
Société de Conservation de l'Outaouais
Aéroport de Maniwaki
C.P. 50
Maniwaki (Québec)
J9E 3B3

Gala Kick-Off for Campaign

Green Gold/L'or vert, "the national forest awareness campaign," will be launched January 26, 1987, in Montreal, with a gala sound-and-light show for representatives of the forest sector and members of the business, labour, academic and arts communities.

The official kick-off to the \$4-million, two-year campaign, to make Canadians more aware of their forest sector, coincides with the Annual Convention of the Canadian Pulp and Paper Association. More than 5,000 delegates will be in Montreal, and more than 2,000 people are expected to attend the campaign kick-off. The

January 26 ceremonies will be videotaped and available for future viewing.

The guests will view the series of four 30-second television commercials in English and French that will first be aired on January 18, 1987, and spearhead the first phase of the campaign over the coming months. They will also hear about the print campaign, a series of four advertisements that will begin running in magazines across the country in January. Following the program, the guests will have an opportunity to meet with the members of the Canadian Council of Forest Ministers and discuss the campaign.

Want to Know More?

If this edition of *Forestry Forum* has just whetted your appetite for more information on Canada's forest sector, just ask. We are preparing a series of four booklets on research, technology, new markets and forest management that are yours for the asking.

You can learn about the latest research in forest products by companies like Forintek, Feric, Paprican, by Canadian universities, by the pulp and paper industry, and by the Canadian Forestry Service (CFS). Learn about new developments in silviculture. Find out how Canadian-developed waterboard has revolutionized the industry, and how bio-engineering applied to Canada's forests is

producing tomorrow's crop of "super trees."

Perhaps you're interested in the technological side of forestry. Journey into the forest where mechanical harvesters have revolutionized logging, and to Canada's waterways, where giant ships dump several thousand ton loads of logs at the push of a button. However, you'll also learn that Canada — the country that engineered the world renowned CL-215 water bomber — still imports most of its forest-related technology from foreign manufacturers.

Explore new markets for Canada's forest products. Asia and the Pacific Rim, where skyrocketing economic growth rates, represent the

fastest growing market for Canada after the United States. Find out what we're doing to market wood pulp and newsprint to China.

How about forest management? Learn how integrated resource management uses improved silviculture techniques, like replanting and thinning, combined with technology, like artificial intelligence computers, Landsat satellites and lighting counters, to protect and improve the yield of Canada's forests.

To obtain any or all of these booklets, or for more information on Canada's forests, contact the Information Officer at the nearest federal or provincial office listed below.

CANADIAN FORESTRY SERVICE
SERVICE CANADIEN DES FORÊTS
Place Vincent Massey,
3rd Floor
351 St. Joseph Blvd.
Hull, Québec
K1A 1G5

NEWFOUNDLAND FORESTRY CENTRE
CENTRE FORESTIER DE TERRE-NEUVE
Building 304, Pleasantville
St. John's, Newfoundland
A1C 5X8

CANADIAN FORESTRY SERVICE — MARITIMES
SERVICE CANADIEN DES FORÊTS — MARITIMES
P.O. Box 4000,
MacKay Drive
Fredericton, New Brunswick
E3B 5P7

P.E.I. DISTRICT OFFICE
BUREAU AUXILIAIRE DE L'ÎLE-DU-PRINCE-ÉDOUARD
Bank of Nova Scotia
Building
2nd Floor
25 University Avenue
Charlottetown,
Prince Edward Island
C1A 7K2

TRURO DISTRICT OFFICE
BUREAU AUXILIAIRE DE TRURO
Prince Street
P.O. Box 667
Truro, Nova Scotia
B2N 5E5

CENTRE FORESTIER DES LAURENTIDES
1055, rue du Peps
Sainte-Foy (Québec)
G1V 4C7

PETAUAWA NATIONAL FORESTRY INSTITUTE
INSTITUT FORESTIER NATIONAL DE PETAUAWA
Chalk River, Ontario
K0J 1J0

GREAT LAKES FORESTRY CENTRE
CENTRE FORESTIER DES GRANDS-LACS
1219 Queen Street East
Sault Ste. Marie, Ontario
P6A 5M7

FOREST PEST MANAGEMENT INSTITUTE
INSTITUT POUR LA GESTION DES RAVAGEURS FORESTIERS
1219 Queen Street East
Sault Ste. Marie, Ontario
P6A 5M7

NORTHERN FORESTRY CENTRE
CENTRE FORESTIER DU NORD
5320 — 122nd Street
Edmonton, Alberta
T6H 3S5

WINNIPEG DISTRICT OFFICE
BUREAU AUXILIAIRE DE WINNIPEG
104-180 Main Street
Winnipeg, Manitoba
R3C 1A6

PRINCE ALBERT DISTRICT OFFICE
BUREAU AUXILIAIRE DE PRINCE ALBERT
101-15th Street East
Prince Albert, Saskatchewan
S6V 1G1

PACIFIC FORESTRY CENTRE
CENTRE FORESTIER DU PACIFIQUE
506 West Burnside Road
Victoria, British Columbia
V8Z 1M5

DEPARTMENT OF FOREST RESOURCES & LANDS
MINISTÈRE DES RESSOURCES ET TERRES FORESTIÈRES
5th Floor
West Block of Confederation Bldg
St. John's, Newfoundland
A1C 5T7

DEPARTMENT OF ENERGY & FORESTRY
MINISTÈRE DE L'ÉNERGIE ET DES FORÊTS
P.O. Box 2000
Charlottetown,
Prince Edward Island
C1A 7N8

NOVA SCOTIA DEPARTMENT OF LANDS & FORESTS
MINISTÈRE DES TERRES ET FORÊTS DE LA NOUVELLE-ÉCOSSE
P.O. Box 68
Truro, Nova Scotia
B2N 5B8

DEPARTMENT OF NATURAL RESOURCES & ENERGY
MINISTÈRE DES RESSOURCES NATURELLES ET DE L'ÉNERGIE
Communications Branch
P.O. Box 6000
Fredericton, New Brunswick
E3B 5H1

MINISTÈRE DE L'ÉNERGIE ET DES RESSOURCES
200, chemin Ste-Foy
7^e étage
Québec (Québec)
G1R 4X7

MINISTRY OF NATURAL RESOURCES
MINISTÈRE DES RESSOURCES NATURELLES
Whitney Block, Room 5340
99 Wellesley Street West
Toronto, Ontario
M7A 1W3

MANITOBA DEPARTMENT OF NATURAL RESOURCES
MINISTÈRE DES RESSOURCES NATURELLES DU MANITOBA
Forestry Branch
800-530 Kenaston Blvd.
Winnipeg, Manitoba
R3N 1Z4

SASKATCHEWAN PARKS & RENEWABLE RESOURCES
MINISTÈRE DES PARCS ET DES RESSOURCES RENOUVELABLES DE LA SASKATCHEWAN
Forestry Division
P.O. Box 3003
Prince Albert, Saskatchewan
S6V 6G1

DEPARTMENT OF FORESTRY, LANDS AND WILDLIFE
Alberta Forest Service
10th Floor
Bramalea Building
9920-108th Street
Edmonton, Alberta
T5K 2M4

MINISTRY OF FORESTS & LANDS
MINISTÈRE DES TERRES ET FORÊTS
Attention: Public Affairs
Parliament Buildings
Victoria, British Columbia
V8W 3E7

DEPARTMENT OF RENEWABLE RESOURCES
MINISTÈRE DES RESSOURCES RENOUVELABLES
Government of the Northwest Territories
P.O. Box 1320
Yellowknife,
Northwest Territories
X1A 2L9

DEPARTMENT OF RENEWABLE RESOURCES
MINISTÈRE DES RESSOURCES RENOUVELABLES
Government of the Yukon
P.O. Box 2703
Whitehorse, Yukon
Y1A 2C6

OUR FORESTS. AT THE EDGE OF A NEW WORLD.

The spirit of Gutenberg lives on.

The information age.
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Research.
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World forests.
Mexico and the United States are the world's largest paper producers. They are also the world's largest paper consumers. They are also the world's largest paper exporters.

All stakeholders.
Our forest products are not just paper. They are also the world's largest paper producers. They are also the world's largest paper consumers. They are also the world's largest paper exporters.

Our forests. Our richest resource. Our biggest business.

Canada, at home in the global village.

History and the future.
Historically, different people have used different tools to make paper. Today, we use the same tools to make paper. We are also the world's largest paper producers. We are also the world's largest paper consumers. We are also the world's largest paper exporters.

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Putting the Canadian Forest Sector on the map!



Canadian Council of Forest Ministers

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Who on earth creates the world's greatest paper?

Who does it?
The world's greatest paper is made in Canada. It is made from the best trees in the world. It is made from the best people in the world. It is made from the best technology in the world.

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Our forests. Our richest resource. Our biggest business.

Global competition.

Our forests. Our richest resource. Our biggest business.

Now a major TV and Magazine Campaign.



International Personality: Pedro Ramirez Vasquez

Television Script: "This cathedral is made from the most magnificent Canadian wood. In Mexico, we still believe in using traditional materials. Right now, your wood products are among the world's best. Just make sure you stay ahead."



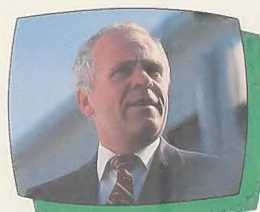
Hajime Tsuboi

"This is a typical kind of house that we Japanese have lived in for hundreds of years. Today we are building more and more Western-style homes like this one. We use your Canadian wood, and we also import your technology. Remember, you are world leaders in the forest industry."



Colleen McCullough

"The Thornbirds was a success in Canada. It earned some dollars for Australia and even one or two for me. Mind you, most of my books are printed on Canadian paper, and that earns a lot of dollars for you. I know how important your forest products are. I also know the kind of reputation they enjoy. Just make sure you stay ahead of the competition."



Sir John Egan

"Jaguar is a good example of technology that gives us in Britain an edge in world competition. In Canada, your forests give you a marvelous edge. The basic resource is renewable and there's endless technological development in the areas of paper and wood products. World markets are growing, but competition is growing faster. Just make sure you stay ahead."

Our national magazine ads spell out the challenge to our forest products in world markets.

Television, the "image" medium, introduces us to four personalities who represent key markets and are involved themselves on the world trade scene:

Mexican Architect Pedro Ramirez Vasquez, has built the new Basilica of Our Lady of Guadalupe entirely of Canadian cedar.

Hajime Tsuboi, President of Mitsui Home in Japan. Mitsui is one of our largest lumber customers.

Colleen McCullough, the world-renowned Australian author of The Thornbirds.

Sir John Egan, Chairman of Jaguar Motors in the U.K., is a successful world marketer.

ADVERTISING SCHEDULE

	JANUARY	FEBRUARY	MARCH	APRIL
	4 11 18 25	1 8 15 22	1 8 15 22 29	5 12 19 26
NATIONAL TELEVISION ON YOUR FAVORITE STATION	▲▲▲▲	▲▲▲▲	▲▲▲▲	▲▲▲▲
NATIONAL MAGAZINES				
Time	▲	▲	▲	▲
MacLean's		▲	▲	▲
L'Actualité (monthly)		▲	▲	▲
Les Affaires		▲	▲	▲

Canadians deserve to know! Help spread the word about Canada's richest resource and biggest business – YOUR forest sector.

NOS FORÊTS. AU SEUIL D'UN MONDE NOUVEAU.

Si Gutenberg savait...



Un monde imprévisible!
Le monde est imprévisible. Les besoins du monde changent. Les besoins du monde changent. Les besoins du monde changent.

Le Canada, une adresse internationale

Soyons fiers de nos forêts, piliers de notre croissance économique!

La parole est au secteur forestier canadien!



Conseil canadien des ministres des forêts

NOS FORÊTS. AU SEUIL D'UN MONDE NOUVEAU.

Derrière tout grand journal...



Le Canada, une adresse internationale

Faire face à la concurrence

Soyons fiers de nos forêts, piliers de notre croissance économique!

Une campagne d'envergure dans les médias électroniques et imprimés



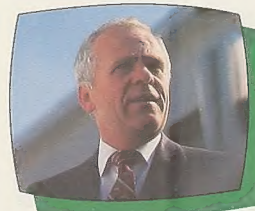
Personnalités internationales: Pedro Ramirez Vasquez



Hajime Tsuboi



Colleen McCullough



Sir John Egan

Le monde entier connaît nos produits forestiers. C'est au tour des Canadiens de découvrir les défis et les atouts du secteur forestier.

Quatre personnalités internationales nous en parlent à la télévision:

L'architecte mexicain Pedro Ramirez Vasquez, à qui l'on doit la basilique de Notre-Dame-de-la-Guadeloupe, lambrissée de cèdre canadien.

Hajime Tsuboi, président de Mitsui Home du Japon, l'un de nos plus importants débouchés pour le bois de construction.

Colleen McCullough, l'auteure australienne réputée mondiale pour son célèbre roman «Les oiseaux se cachent pour mourir».

Sir John Egan, président du conseil de Jaguar Motors (G.-B.); une figure de proue dans le domaine du marketing.

Personnalités internationales:

Témoignages télévisés:

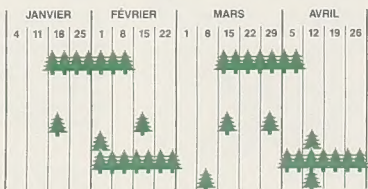
«Le plafond de la basilique est entièrement lambrissé de splendide bois canadien. Au Mexique, nous continuons à utiliser les matériaux de construction traditionnels. Vos produits du bois comptent actuellement parmi les meilleurs au monde. Conservez votre avance.»

«Au Japon, la maison traditionnelle n'a guère changé depuis des siècles. Cependant, les maisons de style canadien, comme celle-ci, s'avèrent de plus en plus populaires. Nous importons votre bois et nous adoptons même vos techniques de construction. Le Canada est un chef de file qui ne doit pas se laisser devancer.»

«Mon roman a connu un vif succès au Canada. Il a garni les coffres de l'Australie et m'a donné une certaine aisance. La plupart de mes livres sont imprimés sur du papier canadien et ça, c'est à vous que ça profite. L'industrie forestière joue un rôle vital dans votre pays. Il faut donc garder votre avance sur vos concurrents.»

«Les innovations technologiques de Jaguar nous donnent un avantage à l'échelle internationale. Au Canada, ce sont vos forêts qui vous procurent cet avantage. Elles sont renouvelables et donnent lieu à un développement technologique illimité dans l'exploitation du bois et la production du papier. La demande mondiale augmente et la concurrence devient plus vive. Ne vous laissez pas devancer!»

DATES DE DIFFUSION NATIONALE



Personne ne sait mieux que VOUS l'importance de la forêt canadienne et sa contribution à notre économie. Parlez-en à vos amis dès aujourd'hui!



D'après un avis d'avoir à affronter une concurrence plus vive sur les marchés internationaux, le Canada doit aussi composer avec des demandes croissantes des consommateurs. L'ap-
 provisionnement en matière ligneuse, les coûts de produc-
 tion et la diversité des pro-
 duits, comme tous les autres pays producteurs, se soumet aux conditions économiques du marché mondial.
 Bien qu'il en continue de se préoccuper d'approvision-
 nement en matière ligneuse, il semble peu probable que la réputation de stocks soit une menace à court terme. La compétitivité du Canada sur les marchés mondiaux. Les ressources forestières du Canada ont une influence cer-
 tainement importante sur les possibilités d'arriver à payer, qui, nous le verrons, est consi-
 dérable.

[illegible]

Pas seulement pour les enfants...

Trois jeux sur micro-ordinateur pour mieux connaître les enjeux forestiers

peu et ils ne fourniront pas à la demande, on encore il y en aura trop, et ils attendront à la queue leu leu. Dans les deux cas, il s'agira d'un manque de planification et d'efficacité.



Si vous désirez plus de renseignements, veuillez communiquer avec School Services de Toronto (Ontario) M5V 2M8 ou composer (416) 366-0903.

Pour commander les jeux, il suffit de s'adresser à School Services de Toronto (Ontario) M5V 2M8 ou composer (416) 366-0903.

de \$24,95 chacun.

français et en anglais au coût dore. Ils sont disponibles en micro-ordinateur Commodore, Apple II et Apple II+ et micro-ordinateurs Apple.

vent être utilisés sur les 45 minutes à l'unité. Ils peu-

Les jeux prennent de 10

dans la liste de commandes la responsable

I imaginez-vous que vous avez

forêt à l'usine de transport

du bois du lieu d'abattage en

[illegible]

des communications sur la forte canadienne prévoit tout un panoplie d'articles destinés à susciter l'intérêt des divers groupes cibles pour l'industrie. Parmi ces éléments, on retrouvera des articles, des maquettes, des collaboreurs actifs des associations, des jeunes avec la collaboration active des associations, des jeunes avec la collaboration active des associations, des jeunes avec la collaboration active des associations.

Cet effort doit toucher les entreprises, les universités, les milieux politiques à tous les niveaux et les médias. Il faut rejoindre tous les citoyens, dans toutes les régions, à tous les niveaux de la vie sociale. On ne peut pas se limiter à une élite, à une élite de la recherche, à une élite de la politique, à une élite de la culture. On doit toucher tous les citoyens, dans toutes les régions, à tous les niveaux de la vie sociale.



L'or vert/Green Gold

La campagne nationale de sensibilisation du public au secteur forestier : c'est parti!



Soyez fier de vos forêts, public de notre civilisation économique

Le Canada, une adresse internationale

NOS FORÊTS AU SEUL DUN MONDE NOUVEAU

Le Conseil canadien des (CCMF) lance une campagne nationale de sensibilisation du public au secteur forestier. Cette campagne est le fruit d'une collaboration sans précédent entre les gouvernements fédéral, provinciaux et fédéraux.

La campagne d'information qui entraîne des dépenses de \$4 millions a été coordonnée par le Comité des communications sur la forêt canadienne (CCCFC). Ce comité comprend une équipe de professionnels de communications provinciales et fédérales.

Le comité travaille de concert avec un consortium national d'agences de publicité, de relations publiques et de radio. Le comité a travaillé de concert avec un consortium national d'agences de publicité, de relations publiques et de radio.

Orchestré dans le but de démontrer aux Canadiens l'importance du secteur forestier pour l'économie canadienne, cet effort de publicité cherche à rehausser le prestige du secteur forestier dans l'opinion publique canadienne.

La campagne vise directement les problèmes qui auront été identifiés au cours de la première phase de la sage de la publicité est simple.

Le message publicitaire sera livré au moyen d'une série de messages télévisés de 30 secondes, diffusés sur les réseaux nationaux et par des annonces imprimées sur deux pages et diffusées dans des périodiques à grand tirage.

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Un symbole de croissance continue

Le symbole du Conseil canadien des ministres des forêts (CCMF) est un arbre stylisé qui représente les forêts canadiennes. Le symbole rappelle aussi le rôle de la forêt en tant que source de produits et de services.

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